

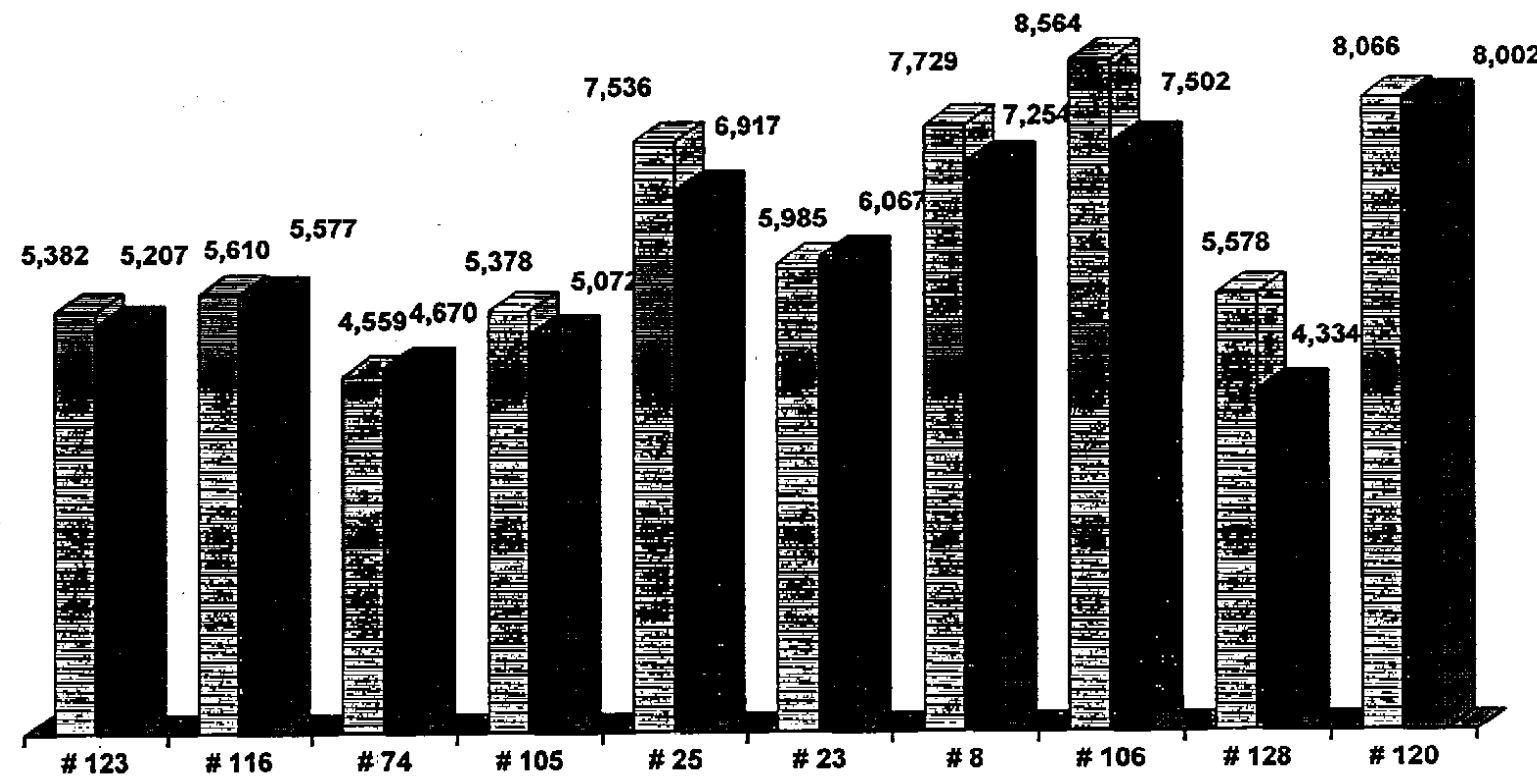


Quick Chek Food Stores

Confidential

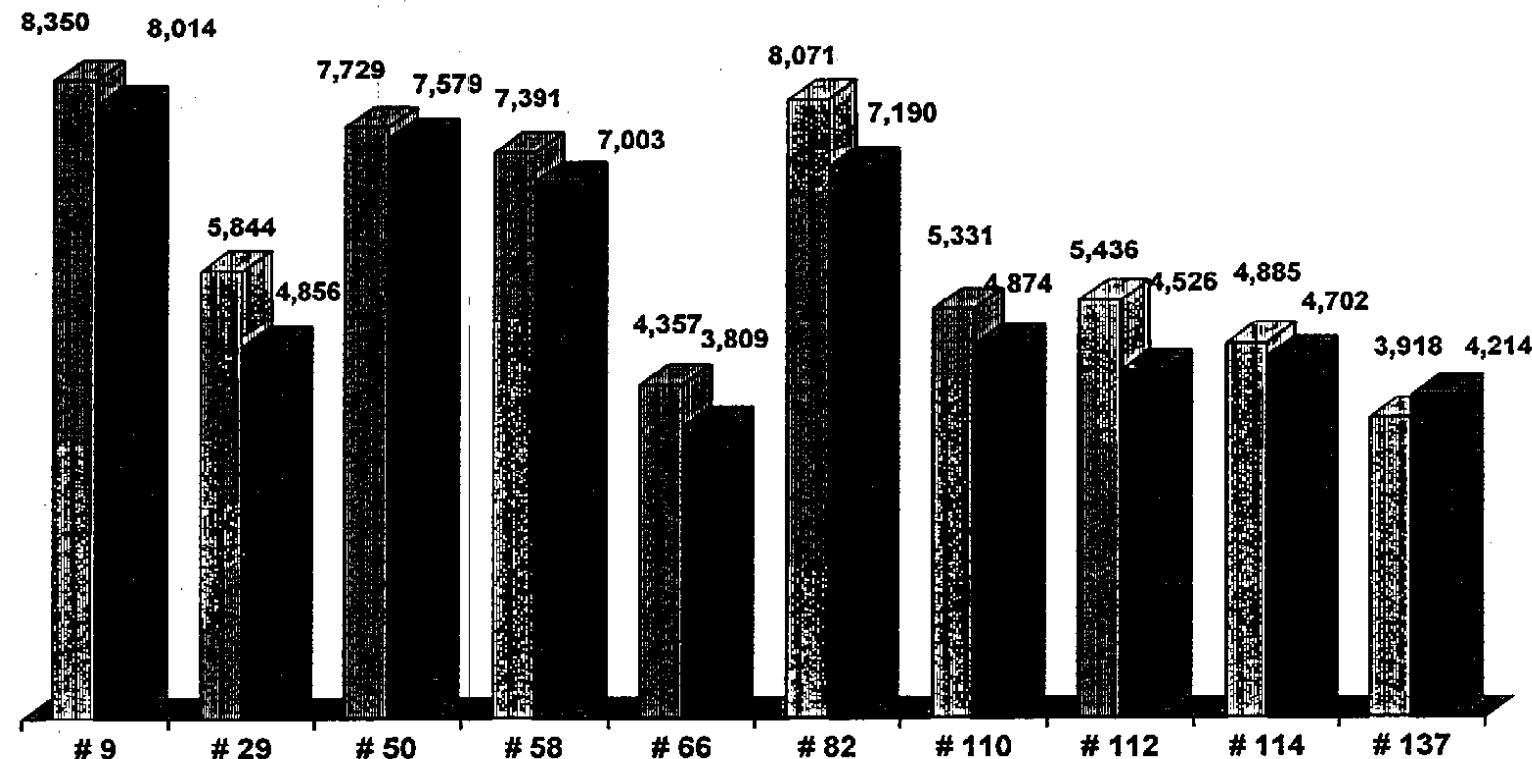
*Cigarette Category
Philip Morris Exclusive Test Data
June- August 1996 Vs 1997*

Quick Chek Food Stores
Philip Morris Exclusive Test
Test Store Performance (June through August 1996 Vs 1997)
Cartons Shipped To Stores



Note: Test implementation date, June 1, 1997

Quick Chek Food Stores
Philip Morris Exclusive Test
Control Store Performance (June through August 1996 Vs 1997)
Cartons Shipped To Stores

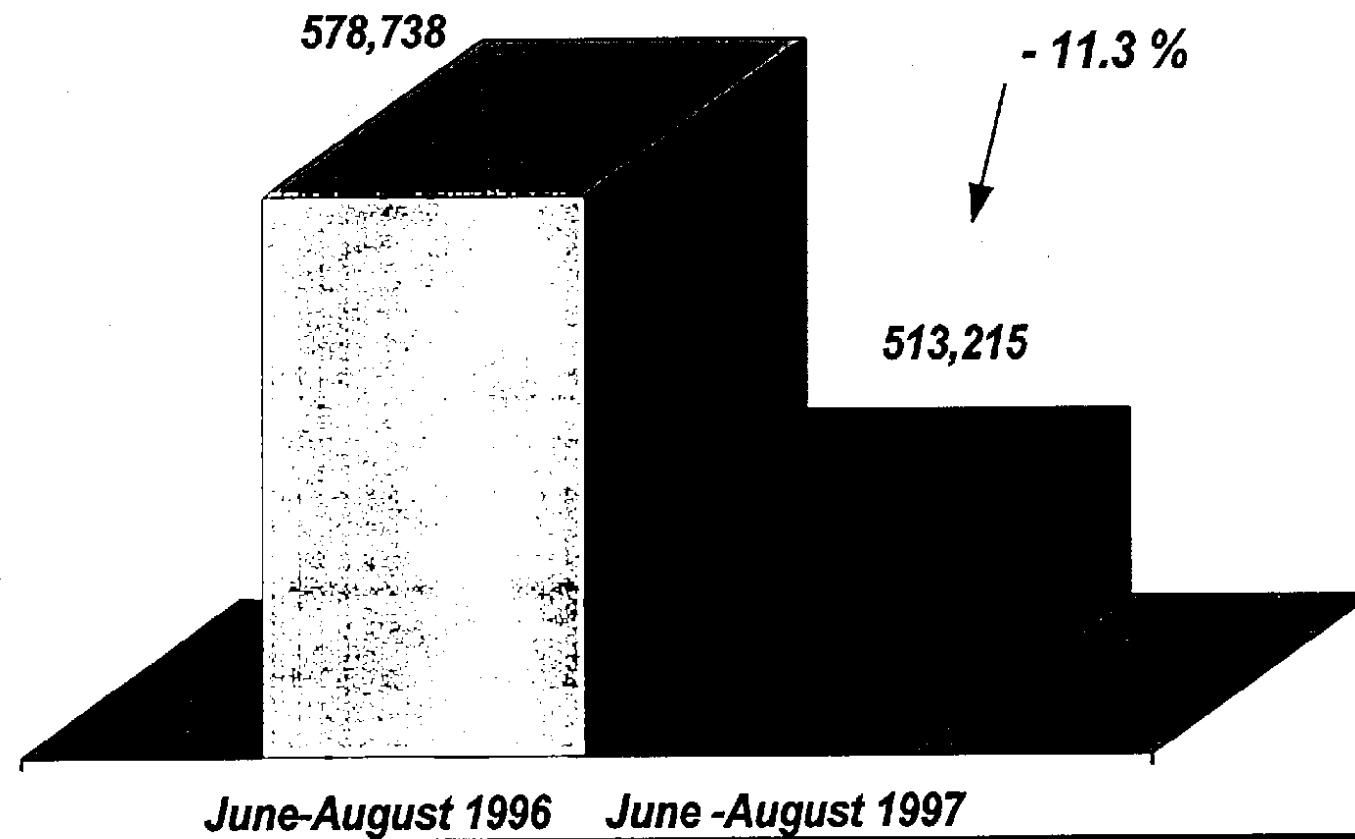


Note: Test implementation date, June 1, 1997

Quick Chek Food Stores
Philip Morris Exclusive Test
Test Stores/Control Stores (Grouped Volume Performance)
June-August 1997 (Vs June-August 1996)



**Quick Chek Food Stores
Philip Morris Exclusive Test
Chain Volume Performance
June 1997 (Vs June 1996)**



**Quick Chek Food Stores
RJR/PM Share Performance
Test Stores
June-August 1996 Vs June-August 1997**

Store #	PM Share Variance	RJR Share Variance
# 128	+ 2.46 %	- 2.02 %
# 120	+ .04 %	- .61 %
# 106	- 1.38 %	+ .39 %
# 8	+ 1.20 %	- .50 %
# 23	- 1.97 %	+ .03 %
# 25	- 2.54 %	+ .29 %
# 105	+ 2.82 %	- 1.01 %
# 74	+ 3.09 %	- 1.47 %
# 116	- 1.41 %	- .55 %
# 123	- 1.19%	+ .97 %

**Quick Chek Food Stores
RJR/PM Share Performance
Control Stores
June-August 1996 Vs June-August 1997**

Store #	PM Share Variance	RJR Share Variance
# 114	- 3.77 %	+ 1.57 %
# 112	- .87 %	- .36 %
# 110	- 4.27 %	+ 1.18 %
# 82	- 1.92 %	+ .79 %
# 66	+ 2.79 %	- 1.19 %
# 58	+ .22 %	- .54 %
# 50	+ .68 %	- .08 %
# 29	- 1.82 %	+ .78 %
# 9	- 2.68 %	+ .55 %
# 71	- .90 %	- 2.77 %